



## **COMMUNITY RELATIONS COORDINATOR**

### **Purpose:**

To actively support and uphold the City's stated mission and values. To plan, organize and implement the public information program for the City as a whole, and/or for other divisions and departments. To perform professional work in public relations, communications, marketing, special projects and events; and to provide responsible administrative assistance to the Department Manager and/or Division Director.

### **Supervision Received and Exercised:**

Receives general direction from the Communications and Media Relations Director, the Economic Development Director, or from other supervisory or management staff.

### **Examples of Duties:**

This class specification is intended to indicate the basic nature of positions allocated to the class and examples of typical duties that may be assigned. It does not imply that all positions within the class perform all of the duties listed, nor does it necessarily list all possible duties that may be assigned.

Duties may include, but are not limited to, the following:

### **When assigned to the Communications and Media Relations Division:**

- Help coordinate and administer the Graphic Design program; produce high-end graphic design pieces such as full color annual reports, brochures, maps, magazine ads, and greeting cards; design complex pages and graphics for the Internet; perform other graphic design work as assigned, with proficiency in Quark Express, Photoshop and Illustrator design programs.
- Select, design and order promotional items to be used by the Mayor and Council and City Departments to promote the City, its programs and special events.
- Assist in the planning and execution of large City-sponsored events and creative theme and advertising slogan development.
- Arrange exhibits and displays and coordinate various special events, working with citizen groups, private entities, promoters and/or City personnel.

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*Revised March 1998*

*Revised March 2001*

*Revised January 2002*

*Revised September 2004 (experience and training section based on assignments)*

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- Perform extensive research for special projects; collect information, analyze data and make recommendations; prepare comprehensive reports or manuals.
- Review the content of the City's websites; meet monthly with the City's Websters group to create and maintain a consistent format citywide.
- Coordinate citywide electronic communications to ensure accurate and timely information.
- Create and oversee a Citizen's Communication Advisory Group. Meet with the group monthly to receive citizen input on the navigation and content of the City website.
- Prepare and maintain a survey panel on each City Department page to solicit opinion of current issues. Provide the survey results to management and council.
- Monitor and review electronic information to ensure information is accurate and complete; create, update, and maintain a Listserve in order to create and distribute an electronic newsletter to the community.
- Prepare cost estimates for budget recommendations and submit justification for budget items; monitor and control expenditures; advise manager on budget problems, policies and procedures.
- Oversee bid specifications preparation; make recommendations for bid awards.
- Write a variety of complex correspondence and documents for internal and external use.
- Attend meetings of City Council and other Commissions or committees as requested; prepare memos and reports to the Council and board on public information matters; act as the Community Relations representative on various internal and external committees.
- Serve as back-up to the Communications and Media Relations Director and assist on basic public/media information requests.
- Perform related duties as assigned.

### **When assigned to the Economic Development/Rio Salado Department:**

- Develop marketing strategies and promote the city or the Rio Salado project. Meet with department managers, advisory boards and committees to develop

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news releases; review or develop announcements or publicity materials utilized by departments for distribution to the public; assist departments in coordinating meetings and distributing related documentation.

- Prepare and write various marketing materials such as letters, speeches, memoranda, proclamations and resolutions, calendars and news releases for media publication; develop and prepare booklets, newsletters, articles, brochures, reports and fact sheets for general public information. May produce videos.
- Develop promotional programs in response to Rio Salado needs; initiate informational projects for citizens and other staff members; deliver speeches and audio-visual presentations; conduct tours.
- Arrange exhibits and displays, including working with citizen groups, private entities, and or City personnel.
- Receive and respond to citizen inquiries, complaints and concerns; investigate concerns and complaints or refer to appropriate department or individual for further follow-up; compile statistics and prepare reports, letters and memoranda relative to citizen inquiries and complaints.
- Work with Economic Development/Rio Salado staff to promote City as a business location. Work with Communications Office on appropriate issues management activities.
- Serve on or work with a variety of civic and intergovernmental committees including the Rio Salado Commission, Enhanced Services Commission, and Friends of Rio Salado.
- Perform related duties as assigned.

## **Experience and Training Guidelines:**

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. The hiring department may include job related experience, training or license and certification preferences at the time of recruitment. A typical way to obtain the knowledge and abilities would be:

### **Experience:**

#### **When assigned to the Communications and Media Relations Division:**

Three years of responsible graphic design or related experience, preferably in a government agency.

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**When assigned to the Economic Development / Rio Salado Department:**

Three years of responsible public relations, communications, marketing, or related experience, preferably in a government agency.

**Training:**

**When assigned to the Communications and Media Relations Division:**

Equivalent to a Bachelor's degree from an accredited college or university with major course work in graphic design or a related field.

**When assigned to the Economic Development / Rio Salado Department:**

Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, journalism, public relations, public administration, marketing, or a related field.

**Licenses/Certifications:**

Possession of, or ability to obtain, an appropriate, valid Arizona driver's license.

**This position is included in the City's classified service, pursuant to City of Tempe Personnel Rules and Regulations, Rule 1, Section 103.**

**Job Code: 0740**

**FLSA: Exempt**